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ABSTRACT

The aim of this annotated bibliography is to illustrate the range and type of materials available for marketing management, a tool that can help library managers determine client needs and provide feedback on library services and products. The bibliography includes 67 monographs, serials, and audiovisuals selected for information professionals who want to apply the approach in their institutions but have little or no formal training in marketing. Materials selected have been printed after 1980, and those that are neither easily available nor library-specific have been excluded. Materials are arranged under the following headings: (1) key non-library readings; (2) New Zealand libraries: marketing and promotion; (3) marketing management; (4) marketing and planning; and (5) publicity and promotion. The publication also includes author and title indexes. (KRN)

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# MARKETING FOR LIBRARIES AND INFORMATION CENTRES

## A SELECTIVE ANNOTATED BIBLIOGRAPHY

by

**JOANNE TUFFIELD**

OCCASIONAL PAPERS IN BIBLIOGRAPHY AND LIBRARIANSHIP; 21
1991

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# Marketing for Libraries and Information Centres

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## A SELECTIVE ANNOTATED BIBLIOGRAPHY

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**JOANNE TUFFIELD**

**WELLINGTON**

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**VICTORIA UNIVERSITY OF WELLINGTON**

**1991**

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# Quick Reference Guide

For quick access to contents.
Illustrates major organizational features.

- **material** divided into **sections** as stated in the table of contents
- **chronological** listing of entries within each section
- **monographs listed first** within each section
- **serials** listed **alphabetically by serial title** within each section
- the same **serial title** can appear in **more than one section** (depending on article content)
- **ISBN/ISSN/NZBN** Rid Numbers **included** with all entries where known
- contents **numbered 01-72**
- **author index** organized **alphabetically,** with **entry numbers** (not page numbers)
- **title index** organized **alphabetically** with **entry numbers** (not page numbers)

# Introduction

Literature in the area of marketing for libraries and information centres is increasing rapidly. Marketing is moving from being viewed solely from the perspective of publicity, to an overall management tool which library managers can use to help determine client needs and to provide feedback on current library services and products. Marketing and planning are increasingly being combined to provide a proactive approach to library management and to add perceived value to libraries and information centres. Marketing strategies are increasingly being used in New Zealand libraries, although not yet in a planned and formal manner overall. Due to the current growth in literature there will be a need for this bibliography to be re-examined and updated regularly.

## Aim of this Bibliography

**The aim of this annotated bibliography is to illustrate the range and type of material available for marketing management in libraries and information centres.** The target audience is primarily information professionals (librarians and information centre managers and staff). Material has been selected for use by readers with little or no formal training in, or knowledge of, marketing. It also aims to provide a reference tool for information professionals who are considering, or want to learn more about, marketing for their library or information centre.

## Selection of Material

**Material has been selected on the basis of recency (post-1980), availability, and relevancy to the target audience.** Due to rapid growth in the literature, only post-1980 material only has been included. Most pre-1980 material is concerned with promotion and publicity and this part of the literature has been well covered since 1980. **Material not easily available,** for example, material held in reference-only collections, **has not been included.** Materials that are not library-specific such as directories of marketing services, pricing, retailing, general publicity, promotion, advertising and service marketing texts have been excluded. Materials dealing with one specific area of marketing, such as radio broadcasting for public libraries, displays and exhibitions at a specific library, postcards, maps, library weeks as publicity tools, and marketing specific products such as CD-Roms, have also been excluded because they cannot always be generalized across libraries. Manuscripts and unpublished materials have been excluded due to space constraints.

**Material has been selected using** Library and Information Science Abstracts (**LISA**), Information Science Abstracts (**ISA**), Index New Zealand (**INNZ**), and catalogues at National Library (WN), Wellington Public Library (WP), Victoria University of Wellington Library (WU) and Wellington College of Education Library (WT). General marketing bibliographies and New Zealand theses have been checked but did not yield additional material.

## Arrangement of Material

Material is arranged with the aim of facilitating quick and easy access to bibliographic records. **Contents are numbered 01-72** and organized in sections according to five broad headings. **Entries** are in **chronological order** within sections. Within each section **monographs are listed first. Serials are listed** next, **under the title of the serial**, and **then chronologically.** Serial titles are listed in alphabetical order. Lastly, other material such as audio-visual is listed where appropriate. This layout allows for quick and easy location of serials by title. It also allows readers to determine which serials consistently include literature on marketing. **Note that the same serial title can be listed in more than one section** of the bibliography, as different articles from the same serial may cover more than one area of marketing. In addition, chronological arrangement will assist in the choice of most recent material.

**A Quick Reference Guide** has been included **at the beginning of the introductory text,** with the aim of providing quick and easy access to entries and a brief explanation of the layout and organization of the bibliography.

The first section of the bibliography lists **Key Non-Library Readings** which **aim to provide readers with an overall view of marketing theory and practice,** with particular emphasis on New Zealand material. These texts have been selected from many available and should not be regarded as exclusive, but only as a guide.

An **alphabetical author index** is included, necessitated by the chronological arrangement of material. Full names of authors are indexed where they have been used in the original material. An **alphabetical title index** is also included. All **indexes note entry numbers** (not page numbers).

## Annotations

All **annotations note the ISBN** (International Standard Book Number) or **ISSN** (International Standard Serial Number), and the **Rid Number from NZBN** (New Zealand Bibliographic Network), where known, to facilitate on-line searching for material. The use of the Rid Number allows access to a full NZBN bibliographic record or holdings statement with fewer key strokes at a terminal, thereby lessening the cost of a search, as libraries are charged per key stroke. Where such numbers have not been located, no statement is included. The existence of **illustrations, indexes, a bibliography and/or references have been noted for monographs.** Where material applies to specific libraries this has been stated. Where material can be used in all libraries, no specific statement to this effect has been made.

# Bibliography

## Key non-library readings

The following readings are recommended for those who wish to gain an overall view of marketing, particularly non-profit or New Zealand marketing. Many resources are available, but these ones are recommended to the reader who wishes to develop a solid base of understanding.

01

Kotler, Philip, and Andreason, Alan R. **1991.** *Strategic marketing for non-profit organizations.* 4th ed. Englewood Cliffs, N.J.: Prentice Hall.
ISBN 0-138-51932-3
NZBN Rid Number: 90-046176
• Includes indexes. References at end of each chapter. Contains case studies, examples, checklists, narratives of experiences. Aims to assist with strategic planning, including techniques for implementing marketing.

02

November, Peter. **1991.** *Marketing in the land of the long white cloud.*
Wellington: Unibook
ISBN 0-959-79101-9
NZBN Rid Number: zbn91-020662
• Includes index. List of readings at end of each chapter. Introductory text. Aims to help the reader make better marketing decisions. New Zealand perspective. Case studies, examples included.

03

Kotler, Philip, et al. **1989.** *Marketing in Australia.*
2nd ed. New York; Sydney: Prentice Hall.
ISBN 0-724-80763-2 (pbk.)
NZBN Rid Number: anb72-480763
• Includes index. Notes at end of each chapter. Covers marketing principles, includes material with Australian content.

04

Joseph, David. **1987.** *Marketing plus: a practical guide.* Auckland: Heinemann.
ISBN 0-868-63233-3
NZBN Rid Number: zbn87-021419
• Includes index. Explains marketing concepts in simple language, provides guidelines and applications. Designed to provide practical help for marketing as a total management approach.

05

Maher, M., and Rose, P. **1987.** *Basic marketing.* 2nd ed. Palmerston North: Dunmore Press.
ISBN 0-864-69068-1
NZBN Rid Number: zbn87-015238
• Includes list of further readings: p117. Aims to provide simple and concise set of basic marketing principles.

## New Zealand libraries: marketing and promotion

### *New Zealand Content Monographs*

06

New Zealand Library Association. **1988.** *National Library of New Zealand marketing and information needs assessment by Price Waterhouse, April, 1987: submission by the New Zealand Library Association.* NZLA Public Documents Series. Wellington: New Zealand Library Association.
ISSN 0-113-7999
• Should be read in conjunction with numbers 08 and 11 in this bibliography.

07

New Zealand Library Association. **1987.** *NZLA library promotions kit.* Wellington: New Zealand Library Association.
NZBN Rid Number: zbn87-043623
• Produced to coincide with publicity surrounding opening of National Library building in Wellington. Includes wall chart, poster, brief guide to using the media, sample press release.

08

Price Waterhouse (Wellington, NZ). **1987.** *National Library of New Zealand marketing and information needs assessment.* Wellington: Price Waterhouse.
NZBN Rid Number: zbn88-004658
• Objective of report to provide framework for development of an information system to meet needs of National Library into the '90s. Overall conclusion that National Library should continue progress towards more commercial mode of operation, attempt to recover greater percentage of operating costs by way of income from products and services.

*New Zealand Content Serials*

*New Zealand Libraries*

09

Cooper, Sue. **1991.** "Marketing strategies for growth in special libraries I." *New Zealand Libraries* 46(9)(March):16-20.

• Discusses marketing strategies, visions, importance of monitoring market trends, traditional marketing mix (4 P's) related to libraries. Illustrates that marketing strategies can provide framework for innovation and growth.

10

Stephen-Smith, Helen M. **1991.** "Marketing strategies for growth in special libraries II." *New Zealand Libraries* 46(9)(March):20-23.

• Suggests provision of client-centred rather than institution-centred products and services. Advocates ongoing user surveys to enable libraries to respond to client market. Examines user survey method and provides evidence of information sources for different sectors of society.

11

New Zealand Library Association, et al. **1988.** "Price Waterhouse symposium: views on the report National Library of New Zealand: marketing and information needs assessment." *New Zealand Libraries* 45(10)(June):211-225.

• Symposium of views from a range of New Zealand libraries in response to the report.

*Online Information 90*

12

Lee, Sarah-Jane, and Sutton, Tina. **1990.** "Can a library increase market shares and improve margins? From government department library to state owned enterprise." *Online Information 90.* Proceedings: 14th International Online Information Meeting, London (11-13 December):289-296.

NZBN Rid Number: zbn91-021832

• Presents case study of establishment of Telecom Corporation of New Zealand's Business Information Centre. Discusses customized products, proactive services, marketing of image and products. Relevant to special libraries.

## Marketing Management

### *Marketing Management Monographs*

13

Unruh, Betty (ed). **1989.** *The information marketing handbook.* Philadelphia: National Federation of Abstracting and Information Services.
ISBN 0-942-30824-7
NZBN Rid Number: zbn 90-034692
• Includes index, bibliography: p145-149. For those with little education in, or experience of marketing. Discusses planning, pricing, customer support and marketing overseas. Particularly useful to special libraries.

14

Savard, Rejean. **1988.** *Guidelines for the teaching of marketing in the training of librarians, documentalists and archivists.* Paris: General Information Programme and UNISIST, Unesco.
NZBN Rid Number: zbn90-107638
• Includes selected bibliography: p81-84, case study, illustrations and exercises. Consists of modules aiming to educate information professionals about marketing. Discusses marketing as a management tool, research, marketing mix, strategy and planning.

15

Kies, Cosette. **1987.** *Marketing and public relations for libraries.* Scarecrow Library Administration Series, no. 10. Metuchen, N.J.: Scarecrow Press.
ISBN 0-810-81925-2
NZBN Rid Number: 86-020219
Includes index, illustrations, bibliography: p193-195. Presents marketing and public relations as a management approach to library administration.

16

Schmidt, Janet. **1987.** *Marketing the modern information centre: a guide to intrapreneurship for the information manager.* New York: FIND/SVP.
ISBN 0-931-63473-3
NZBN Rid Number: zbn90-090428
• Includes list of further readings: pxxi-xxvii. Aims to eradicate preconceptions about information centres, provide strategy for managers to increase status within the parent organization, help corporate librarians market themselves and their services. Includes interviews with managers, examples from two information centre publicity brochures.

17

Weingand, Darlene E, ed. **1984.** *Marketing for libraries and information agencies.* Libraries and Information Science Series. Norwood, N.J.: Ablex.
ISBN 0-893-91155-0
NZBN Rid Number: 83-025793
Includes indexes, references at the end of each chapter. Collection of 11 essays covering theory, models, applications of marketing to libraries. Covers special, academic and public libraries.

18

UNESCO. **1983.** *Marketing of information services.* Proceedings of a Regional Workshop, Canberra, Australia, December 1983. Edited by Bryan Yates. Canberra: National Library of Australia in association with Australian National Commission for UNESCO.
ISBN 0-642-99315-7
NZBN Rid Number: zbn88-038860
• Reading list: p249-251. Examines effectiveness of approaches already taken to marketing information, various concepts involved in theory and practice of marketing related to information service environment. Contains set of guidelines for marketing information services and products.

19

Cronin, Blaise, ed. **1981.** *The marketing of library and information services.* London: Aslib.
ISBN 0-851-42154-7 (pbk.)
NZBN Rid Number: 82-192593
• Includes author index. References at end of each chapter. Collection of 38 reprinted articles (spanning years 1951-1980) covering principles, applications and practice of marketing. Includes marketing research, communication, co-operation and co-ordination. Useful, clear, concise introductions to each section.

***Marketing Management Serials***

*The American Archivist*

20
Jimerson, Randall C. **1989.** "Redefining archival identity: meeting user needs in the information society." *The American Archivist* 52(3)(Summer): 332-340.
• Discusses professional identity and role of archivists. Points out that marketing differs from public relations. Discusses skills, approaches, planning, user-friendliness, and marketing of archives.

*Aslib Proceedings*

21
Condous, Crystal. **1983.** "Non-profit marketing - libraries' future?" *Aslib Proceedings* 35(October):407-17.
• Discusses planning, analysis and implementation necessary for effective marketing strategies for libraries as non-profit organizations. Includes list of questions to be asked in establishing a marketing programme. Several related articles in this issue.

*Australian Library Journal*

22
Caro, Andrew. **1990.** "Marketing information: power and responsibility for Information Scientists." *Australian Library Journal* 39(3)(August):229-237.
• Discusses role of marketing in provision of information to decision makers, against a background of increasing competition and the exponential growth of information. Relevant to special libraries.

23
Keane, Maureen. **1990.** "Marketing and librarianship; Yin and Yang, or uneasy bedfellows?" *Australian Library Journal* 39(2)(May):116-126.
• Reviews library marketing literature in light of current theories. Considers whether functions of marketing and librarianship are compatible, discusses librarians' use of marketing techniques.

*Bulletin of the Medical Library Association*

24
Wakeley, Patricia J. **1988.** "The marketing audit: a new perspective on library service and products." *Bulletin of the Medical Library Association* 76(4)(October):323-327.

• Presents an approach to the marketing audit process and demonstrates application in a case study featuring the American Hospital Association Resource Centre.

*Educational Resources Information Centre (ERIC)*

25
Pavisich, Maria Nelly, and Dosa, Marta L. **1988.** "The independent information provider as entrepreneur." *ERIC Microfiche Number ED305-941.*

• Discusses entrepreneurship, marketing, trend towards privatization, charging for information.

*Journal of Information Science: Principles & Practice*

26
Martin, W.J., Davies, C.A., and Titterington, A.J. **1991.** "Marketing the concept of information management to top executives." *Journal of Information Science: Principles & Practice* 17(4):209-220.

• Reports outcomes of small research project aimed at developing strategy for marketing information management to senior executives, as a tool to assist in attainment of organizational goals and objectives. Lists prerequisites for the introduction of any such programme. Copy of questionnaire included.

27
Yates-Mercer, Penelope A., and Steward, Yvonne F. **1991.** "The marketing of internal business information services." *Journal of Information Science: Principles & Practice* 17(4):221-233.

• Survey of internal marketing of services by information units within business sector companies. Shows some movement away from treating marketing as promotion only. Discusses evaluation procedures. Views marketing as a management tool.

*Journal of Librarianship*

28
Gallimore, Alec. **1988.** "Marketing a public sector business library: developing a strategy." *Journal of Librarianship* 20(4)(October):235-254.
• Model for development of marketing strategy in public sector business library, proposed as basis for developing marketing strategy for any library or information centre.

*Journal of Library Administration*

29
Dragon, Andrea C., and Leisner, Tony. **1983.** "The ABC's of implementing library marketing." *Journal of Library Administration* 4(4)(Winter):33-47.
• Discusses successful approaches to implementation.

30
Matthews, Anne J. **1983.** "Library market segmentation: an effective approach for meeting client needs." *Journal of Library Administration* 4(4)(Winter):19-31.
• Discusses concepts of undifferentiated, concentrated, differentiated marketing, various approaches, specific criteria for market segmentation.

31
Weingand, Darlene E. **1983.** "Distribution of the library's product: the need for innovation." *Journal of Library Administration* 4(4)(Winter):49-57.
• Looks at opportunities to change traditional methods of distribution.

*Library Administration & Management*

32
Gothberg, Helen M. **1987.** "Understanding marketing - or why you can't sell libraries like kitty litter." *Library Administration & Management* 1(2)(March):57-60.
• Examines market segmentation based on values and lifestyles of population. Relates to public libraries.

*Library Management*

33
Seddon, Sandra. **1990.** "Marketing library and information services." *Library Management* 11(6):35-39.
• Discusses application of marketing methods to library and information work.

34
Shuter, Janet. **1989.** "Marketing and libraries." *Library Management* 10(6):27-30.
• Lists components to be considered when developing a marketing approach.

35
Bakewell, K.G.B. **1987.** "User-centred libraries and information services." *Library Management* 8(3):whole issue.
ISBN 0-861-76324-6
• Describes desirable features of user-centred service. Advice given, with examples, on marketing, promotion and evaluation of such services. Detailed review of methods for identifying, assessing needs of users/potential users.

36
Smith, Barry B. **1983.** "Marketing strategies for libraries." *Library Management* 4(1):whole issue.
• Concerned with application of basic marketing ideas to library management. Particular relevance to public libraries but applicable to all.

*Public Library Journal*

37
Kirkup, M.H., Gambles, B.R., and Davison, A.P. **1989.** "The marketing of public library services: a study of community behaviour, attitudes and requirements." *Public Library Journal* 4(5)(September/October):93-100.
• Summarizes findings of a survey aiming to explore behaviour, attitudes and requirements of adults in relation to public library services. Implications for marketing strategies discussed, recommendations made. Relates to public libraries.

*South African Journal of Library & Information Science*

38

Dalton, Gwenda M.E. **1989.** "Marketing communication: a means to achieve a positive professional image." *South African Journal of Library & Information Science* 57(2):184-190.

• Focuses on current and potential role of communication within marketing and its effect in elevating the role of libraries and information services within the community.

*Special Libraries*

39

Zachert, Martha Jane, and Williams, Robert V. **1986.** "Marketing measures for information services." *Special Libraries* 77(2)(Spring):61-71.

• Discusses design and evaluation of marketing programmes for special libraries. Synthesizes ideas from literature on marketing and performance evaluation. Suggests suitable approaches and quantifiable measures.

40

Sterngold, Arthur. **1982.** "Marketing for special libraries and information centres." *Special Libraries* 73(4)(October):254-259.

• Discusses need for information centres to position their programs to support corporate goals, objectives and priorities.

## Marketing and Planning

### *Marketing and Planning Monographs*

41

Wood, Elizabeth J. **1988.** *Strategic marketing for libraries: a handbook.* The Greenwood Library Management Collection. New York: Greenwood Press.
ISBN 0-313-24405-7
NZBN Rid Number: 87-015022
• Includes index, references and bibliographical essay: p207-210. Explains principles of marketing and ties them with library strategic planning. Two libraries cited as case studies. Comprehensive.

42

Weingand, Darlene E. **1987.** *Marketing/planning library and information services.* Littleton, Colo.: Libraries Unlimited.
ISBN 0-872-87516-4 (alk. paper)
NZBN Rid Number: 87-022653
• Includes index, illustrations, bibliography: p143-148. Presents concepts of marketing and planning as interrelated elements of a single process. Unfamiliar terms defined and explained. Part One lays theoretical foundations, Part Two gives the practical thrust. Regards marketing as a management tool.

43

Grunenwald, Joseph P. **1983.** *Developing a marketing program for libraries.* Clarion, Pa: Clarion State College.
NZBN Rid Number: 83-622901
• Notes: p67-68. Written for librarians with little experience of marketing. Guide to activities for effective marketing program development.

***Marketing and Planning Serials***

*Information Management Review*

44
Rapp, Brigid, and Marzetti, Loretta. **1989.** "Blueprint for the vital library." *Information Management Review* 4(3):49-54.
• Related to special libraries. An action plan to enable the library to contribute to success of organization as a whole.

*Journal of Library Administration*

45
Conroy, Barbara. **1983.** "Megatrend marketing: creating the library's future." *Journal of Library Administration* 4(4)(Winter):7-18.
• Guide for library administrators responsible for planning library's future. "Megatrends" reveal impacts felt by both library and society. Strategic planning and marketing provide tools for shaping library's response.

*Special Libraries*

46
Sirkin, Arlene Farber. **1991.** "Marketing planning for maximum effectiveness." *Special Libraries* 82(1)(Winter):1-6
• Focuses on ways the marketing planning process can help identify needs of users. Discusses organization of library resources to best meet these needs. Special library context.

47
Eddison, Betty. **1990.** "Strategies for success (or opportunities galore)." *Special Libraries* 81(2) (Spring):111-117.
• Concerned with valuing work of information professionals, how marketing and planning can contribute.

*Wilson Library Bulletin*

48

Christou, Corilee. **1988.** "Marketing the information centre: a blueprint for action." *Wilson Library Bulletin* 62(8)(April):35-37.

• An action plan designed to ensure continued role of library as primary information provider and consultant within an organization.

***Marketing and Planning Audio-visual Material***

49

Coster, Kathy. (producer). **1990.** *Marketing: a planned approach for the public library.* Great Britain: Library Video Network. ALA Video, 50E.
ISBN 0-838-92108-6
NZBN Rid Number: zbn90-038393

• Aimed at library staff who participate in planning and marketing library services. Describes marketing process, follows a case study from initial analysis through writing a mission statement, setting goals and objectives, to evaluation. Discussion guide illustrating steps in a planned marketing approach accompanies video. Introductory, set in public library but applicable to all. 45 minutes running time.

## Publicity and Promotion

### *Publicity and Promotion Monographs*

50

Schaeffer, Mark. **1991.** *Library displays handbook.* New York: H W Wilson.
ISBN 0-824-20801-3
NZBN Rid Number: 90-049442
• Includes index, illustrations (some colour), bibliography: p97-205. Covers skills and ideas for visual displays including exhibits, signs, bulletin boards and posters. Practical advice.

51

Hamilton, Feona. **1990.** *Infopromotion: publicity and marketing; ideas for the information profession.* Aldershot, Hants: Gower.
ISBN 0-566-05577-5
NZBN Rid Number: 90-002901
• Includes index, illustrations, further reading. Part one discusses libraries by type, part two deals with the practicalities of promotion, part three contains a helpfile of British names and addresses - useful for ideas on who to approach for professional assistance if required. Text covers wider issues, for example, costing, use of computers, and fee-based services.

52

Scherba, Sandra A., and Webb, Barbara. **1990.** *Great library promotion ideas V : JCD library public relations award winners and notables, 1988-9.* Chicago: American Library Association.
NZBN Rid Number: zbn90-067556
• Includes index and illustrations. Fifth volume in a series designed to profile award winning strategies created and implemented by American libraries. Indigenous and foreign language promotions included. Chapters headed according to event or service being promoted. Innovative ideas.

53

King, Ivan. **1989.** *Promote: the handbook of public library promotions.* Mansfield, Notts: Public Libraries Group of the Library Association.
ISBN 0-863-78021-0
NZBN Rid Number: zbn90-107621
• Includes index, illustrations, further reading p140-142. Explores development of library-based promotional activities. Includes discussion of elements such as marketing, licensing, merchandising, sponsorship, planning and protocol, media contact. Case study presented in conclusion.

54

Kinnell, Margaret. **1989.** *Planned public relations for libraries: a PPRG handbook.* Published on behalf of the Publicity and Public Relations Group (PPRG) of the Library Association. London: Taylor Graham.
ISBN 0-947-56831-X
NZBN Rid Number: 90-206723
• References at end of each essay. Collection of 11 essays, includes coverage of planning aspects. Covers public and special libraries, information services.

55

Leerburger, Benedict A. **1989.** *Promoting and marketing the library.* Rev. ed. Boston: Hall.
ISBN 0-816-11926-0
NZBN Rid Number: 89-036963
• Includes index, bibliography: p175-178. Primarily concerned with library promotion. Aimed at public libraries but chapters on special and academic libraries included. Includes sample marketing survey.

56

Roberts, Anne F., and Blandy, Susan Griswold. **1989.** *Public relations for librarians.* Englewood, Colo.: Libraries Unlimited.
ISBN 0-872-87684-5
NZBN Rid Number: 88-026849
• Includes index, illustrations, evaluative bibliography: p153-173, suggested readings at end of each chapter. Includes discussions of image, developing professional relationships, dealing with people and publics. Brief chapters on an academic library, a museum library, public library and school libraries.

57

Fox, Beth Wheeler. **1988.** *The dynamic community library: creative, practical, and inexpensive ideas for the director*. Chicago: American Library Association.
ISBN 0-838-90496-3 (pbk.)
NZBN Rid Number: 88-010057
• Includes index, illustrations, bibliography: p131-133. Aims to present ideas to revitalize community libraries serving populations of less than 25,000. Includes discussion of use of volunteers, planning, fundraising, promotion.

58

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• Includes index, illustrations. Presents examples of public relations schemes. Details a planned approach to designing and judging public relations programmes, explains how to communicate through print, image and public speaking.

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Franklin, Linda Campbell. **1985.** *Publicity and display ideas for libraries*. Jefferson, N.C.: McFarland & Company.
ISBN 0-899-50168-0 (pbk.)
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• Includes index, illustrations, selected bibliography: p245-252. Innovative coverage of publicity and display ideas. Useful display and promotion calendar with suggested themes and projects. Primarily intended for public libraries.

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Kirby, John. **1985.** *Creating the library identity : a manual of design.* Aldershot, Hants: Gower.
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NZBN Rid Number: 84-025352
• Includes index, glossary, illustrations, bibliography: p137-138. One microfiche of additional illustrations, copyright free example sheets included. Concerned with creating an effective visual environment for library user. For librarian with little or no training in public relations. Large, clear examples, basic ideas.

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Harrison, K.C. **1982.** *Public relations for librarians.* 2nd ed. Aldershot, Hants: Gower.
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NZBN Rid Number: bnb56-603454
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Usherwood, Bob. **1981.** *The visible library: practical public relations for public librarians.* London: Library Association.
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NZBN Rid Number: 81-161278
• Includes illustrations, index, bibliography: p196-200. A "how to" book that also indicates "why you should", aimed at public librarians. Reflects social, economic and political context in which British libraries operate. Emphasizes public relations as a management tool.

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Edsall, Marian S. **1980.** *Library promotion handbook.* Phoenix, Ariz.: Oryx Press.
ISBN 0-91270-012-2
• Includes index, illustrations, bibliography: p195-201. Designed to assist librarians in using public relations tools. Covers advertising techniques, media, printed materials, special events, Friends and displays. Sections on handicapped and over-fifty-five sectors of the population. Illustrations dated but text useful.

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Garvey, Mona. **1980.** *Library public relations: a practical handbook.* New York: H.W. Wilson.
ISBN 0-824-20651-7
NZBN Rid Number: 80-017669
• Includes index, illustrations, examples. Aimed at public but also covers academic, school, special libraries. Public relations viewed as tool for improving library services, proving value of services. Aims to combine skills, techniques of public relations with existing professional knowledge. Useful section on evaluating programmes.

66
Sherman, Steve. **1980.** *ABC's of library promotion.* 2nd ed. Metuchen, N.J.; London: Scarecrow Press.
ISBN 0-810-81274-6
NZBN Rid Number: 79-024232
• Includes index, illustrations, examples. Useful glossary of media terms at end of each appropriate chapter. Compendium on preparing newspaper, radio, TV, film, slide, and tape promotional literature. Especially useful for small and medium sized public libraries but mentions school and academic libraries.

***Publicity and Promotion Serials***

*Aslib Proceedings*

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• Examines benefits of marketing, promotion and public relations. Discusses analysis of parent organization prior to implementation of marketing programme.

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• Examines evolutionary trends, environmental shifts, performance criteria, professional insularity, promotional premises, why libraries have lost ground, and marketing. An amended version of the 'Statement of Issues' which preceded the formal business of the ALIA Library Promotion Forum, Adelaide, August 1989.

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Blacker, Bob. **1988.** "No money, no power and very little influence: the SOLV campaign in support of Victorian public libraries." *Australasian Public Libraries and Information Services* 1(3)(December):173-178.

• Outlines campaign mounted by public librarians in Victoria, initially to help change the image of public libraries, and subsequently to counter threats to funding.

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• Reports on public relations policies and programmes in seven American public libraries. Aims, techniques, evaluation, nature of programmes, discussed.

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• Presents overview of public relations efforts, discusses results of survey on use and effectiveness of public relations programmes in academic libraries.

*Outlook On Research Libraries*

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• Leerburger (see entry number 55) provides focus for this article, recognizing that marketing is more than just promotion. Useful list of references.

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